



GEN 2024 **E**

**EUROPE'S LARGEST
ENTREPRENEURSHIP
FESTIVAL**

**SOCIAL MEDIA PLAN
NOVEMBER & DECEMBER 2023**



Member of
JA Worldwide



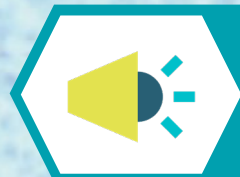
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OVERVIEW OF COMMUNICATION MATERIAL

AND WHERE TO FIND IT!



ALL YOU NEED IS ~~LOVE~~ HERE



BRAND TOOLKIT

(Available on the gen-e.eu dashboard)



COMMUNICATIONS GUIDELINES

(Available on the gen-e.eu dashboard)



ACCESS TO OUR SHARED CANVA*

(Square Format)



ACCESS TO OUR SHARED CANVA*

(Stories Format)

*Please be aware that all the layouts available on Canva must stay untouched to be able to give everybody the chance to see the mother file. Please always create a copy of the collateral you want to edit.

A QUICK RECAP FOR YOU

TAGS

Tag JA Europe and JA Italy while sharing posts of Gen-E. We will do our best to interact with all of you and increase the visibility of Gen-E.

| | INSTAGRAM | FACEBOOK | LINKEDIN | TWITTER |
|-----------|---------------------------|----------------------------|----------------------------|----------------------------|
| JA EUROPE | @jaeurope | @JAEurope | @JA Europe | @JA_Europe |
| JA ITALIA | @jaitalia | @JAlitalia | @JA Italia | @jaitalia |

HASHTAGS

Use the **#Gen_E** hashtag to help us increase impressions and results on social media. Other relevant hashtags are included in the social media guidelines.

CALL TO ACTION

If any of the calls to action included in the copy of the social media posts are not suitable, feel free to change them based on your needs.

- Example, on Instagram you can direct people to your stories, your link in bio or if you have the possibility to include a link, redirect people to JA Europe link in bio (to check out XX, check out [@jaeurope](#) link in bio)
- If you don't know where to direct people, [gen-e.eu](#) website is the best place to let people discover all the details they need.

LANGUAGE BARRIER

If you believe that English might not be the best language for your audience, feel free to translate these messages into your mother tongue.

TIMING

If you are busy with your own schedule, no worries! Feel free to post anything related to Gen-E based on your need and timing, is important just NOT TO SHARE EARLIER than planned on this calendar.



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SOCIAL MEDIA PLAN



OVERVIEW

| DATE | CONTENT |
|-------------|----------------------|
| 1 November | Gen-E 2024 Video |
| 7 November | CTA Registrations 1 |
| 15 November | Reel 1 |
| 23 November | CTA Registrations 2 |
| 29 November | Reel 2 |
| 13 December | Gen-E Podcast Series |

1 NOVEMBER

Gen-E 2024 Video

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Italy so that we will interact with you.

INSTAGRAM

#Gen_E 2024 is closer than you think.

Get ready for another edition full of emotions, innovations, connections and more.

Find out more at gen-e.eu

<https://gen-e.eu/>

FACEBOOK

#Gen_E 2024 is closer than you think.

Get ready for another edition full of emotions, innovations, connections and more.

Find out more at <https://gen-e.eu/>

LINKEDIN

Another innovation of #Gen_E is here.

This year, #Gen_E is going to south of Italy, in Catania.

Get to know more about Europe's Largest Entrepreneurship Festival at <https://gen-e.eu/>

TWITTER

Another innovation of #Gen_E is here.

This year, #Gen_E is going to south of Italy, in Catania.

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 [gen-e.eu dashboard](https://gen-e.eu/)

7 NOVEMBER

CTA Registrations 1

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INSTAGRAM

Calling all young #JA Students! Registration for #Gen_E 2024 is officially open!

Get ready to showcase your innovative business ideas and compete with your peers!

<https://gen-e.eu/>

FACEBOOK

Calling all young #JA Students! Registration for #Gen_E 2024 is officially open!

Get ready to showcase your innovative business ideas and compete with your peers!

<https://gen-e.eu/>

LINKEDIN

Registration for #Gen_E 2024 is now open!

Join us in celebrating the spirit of entrepreneurship at the Gen-E 2024 European Entrepreneurship Festival in Catania, Italy!

<https://gen-e.eu/>

TWITTER

Registration for #Gen_E 2024 is now open!

Join us in celebrating the spirit of entrepreneurship at the Gen-E 2024 European Entrepreneurship Festival in Catania, Italy!

<https://gen-e.eu/>



 Canva link

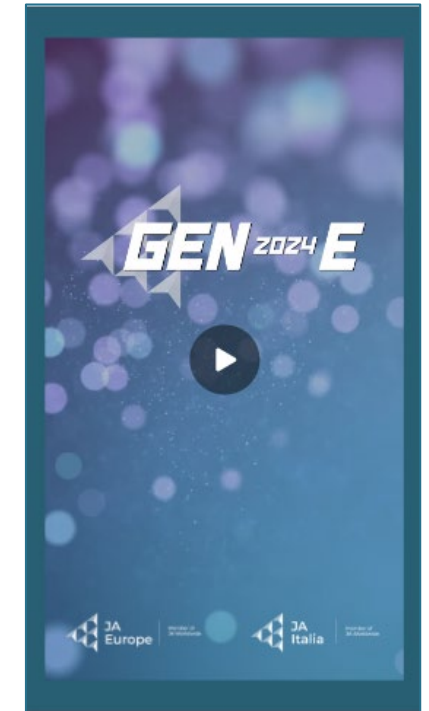
15 NOVEMBER

Reel 1

IMPORTANT NOTES:

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| INSTAGRAM | FACEBOOK | LINKEDIN | TWITTER |
|---|---|--|--|
| <p>You just landed here and have no clue what #Gen_E is?</p> <p>Europe's Largest Entrepreneurship Festival is more than just a celebration of your achievements, it is learning, emotions, connections, innovations and much, much more.</p> <p>Follow us through this journey and if you are a #JASStudent, register.</p> <p>You don't want to miss it!</p> <p>https://gen-e.eu/</p> | <p>You just landed here and have no clue what #Gen_E is?</p> <p>Europe's Largest Entrepreneurship Festival is more than just a celebration of your achievements, it is learning, emotions, connections, innovations and much, much more.</p> <p>Follow us through this journey and if you are a #JASStudent, register.</p> <p>You don't want to miss it!</p> <p>https://gen-e.eu/</p> | <p>No clue what #Gen_E is?</p> <p>It is not only Europe's Largest Entrepreneurship Festival, not only a way to celebrate youth achievement, but it's also learning, emotions, connections, innovations and much, much more.</p> <p>Join the Movement!</p> <p>https://gen-e.eu/</p> | <p>No clue what #Gen_E is?</p> <p>It is not only Europe's Largest Entrepreneurship Festival, not only a way to celebrate youth achievement, but it's also learning, emotions, connections, innovations and much, much more.</p> <p>Join the Movement!</p> <p>https://gen-e.eu/</p> |



 [gen-e.eu dashboard](https://gen-e.eu/)

23 NOVEMBER

CTA Registrations 2

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
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INSTAGRAM

For all the #JASstudents with a groundbreaking idea, #Gen_E 2024 is here to celebrate your entrepreneurial spirit!

Registrations are now open for Europe's Largest Entrepreneurship Festival!

Join us!

<https://gen-e.eu/>

FACEBOOK

For all the #JASstudents with a groundbreaking idea, #Gen_E 2024 is here to celebrate your entrepreneurial spirit!

Registrations are now open for Europe's Largest Entrepreneurship Festival!

Join us!

<https://gen-e.eu/>

LINKEDIN

#Gen_E 2024 registration is officially open to all #JASstudent in Europe, this is youths' chance to shine on the entrepreneurial stage.

Join us!

<https://gen-e.eu/>

TWITTER

#Gen_E 2024 registration is officially open to all #JASstudent in Europe, this is youths' chance to shine on the entrepreneurial stage.

Join us!

<https://gen-e.eu/>



 Canva link

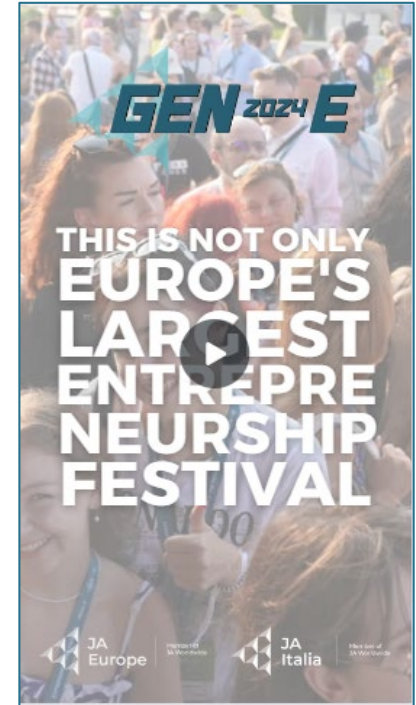
29 NOVEMBER

Reel 2

IMPORTANT NOTES:

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| INSTAGRAM | FACEBOOK | LINKEDIN | TWITTER |
|--|--|---|---|
| Not only Europe's Largest Entrepreneurship Festival! | Not only Europe's Largest Entrepreneurship Festival! | Not only Europe's Largest Entrepreneurship Festival! | Not only Europe's Largest Entrepreneurship Festival! |
| It's also the place where you can connect, learn, challenge yourself, grow and glow! | It's also the place where you can connect, learn, challenge yourself, grow and glow! | It's also the place where European youth connect, learn, challenge themselves, grow and glow! | It's also the place where European youth connect, learn, challenge themselves, grow and glow! |
| Register for the 2024 edition! | Register for the 2024 edition! | Join the movement | Join the movement |
| https://gen-e.eu/ | https://gen-e.eu/ | https://gen-e.eu/ | https://gen-e.eu/ |



 [gen-e.eu dashboard](#)

13 DECEMBER

Gen-E Podcast Series

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
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- JA Europe Podcast is available on [Spotify](#) and [YouTube](#)

ALL CHANNELS

Holiday Season is coming! Are you planning your holidays, activities and what to do? We have something for you!

#JAEuropePodcast is out there, with plenty of episodes realised together with leaders from all over Europe, available on Spotify <https://open.spotify.com/show/5Ze7mieixOXSOdaoJXMJ54> and YouTube <https://www.youtube.com/@JAEurope/podcasts>

Check them out and get ready for #Gen_E!



Canva link

QUESTIONS?

Get in touch!
gaia@jaeurope.org



JA
Europe

Member of
JA Worldwide



JA
Italia

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